



DSW Celebrates 35 Years!

Footwear retailer reflects on brand evolution, expanded partnerships, innovation, and improved customer engagement

FOR IMMEDIATE RELEASE, COLUMBUS, Ohio — DSW will celebrate its 35th birthday this month and is throwing the ultimate “Birthday Sale-bration” as a thank you to its customers as it reflects on recent brand innovation and growth.

The “Sale-bration” begins on July 23rd, 2026 in all stores and online (DSW’s VIP members will have early access beginning July 20th) and will feature early promotional access to exclusive fall styles and new weekly promotions through August 2nd.

“Our customer is the heart of everything we do at DSW,” says Laura Davis, President Retail, DSW North America. “Our large and loyal customer base is why we are celebrating 35 years, and they continue to inspire us and push us to be a better retailer every day.”

In recent years, DSW has invested in connecting with customers through intentional and targeted marketing initiatives, digital experiences, in-store enhancements, and strategic brand partnerships. These evolutions have strengthened the brand’s position in a competitive retail landscape while continuing to deliver the value, convenience, and assortment customers have come to expect.

After months of immersive conversations last year with shoppers across the country, the retailer has been on a journey to reposition itself in customers’ hearts and minds.

DSW’s “Let Us Surprise You” brand repositioning is rooted in deep consumer insight. The platform signaled a shift toward more emotional storytelling, elevated experiences, and a refreshed brand voice designed to deepen customer connection.

Also worth celebrating is recent store growth. DSW is expanding its footprint with eight new U.S. store openings in 2026, following five new store openings in 2025 bringing the total number of stores in North America to approximately 523.

DSW has continued to strengthen its product assortment, introducing sought after brands such as Frye & Co., Sam Edelman Signature Collection, Havaianas, Jack Rogers, and others, ensuring customers have access to both emerging and established brands. DSW is also accelerating its growth strategy in accessories, with a meaningful expansion of its assortment that introduces a broader range of national brands. New product launches across the fleet now include brands such as Goodr, and '47 hats, signaling a significant step forward in elevating the accessories offering.



The brand's evolution extends beyond merchandising and brick and mortar stores. DSW has increasingly embraced culturally relevant partnerships, collaborating with personalities including Emma Roberts, Ashlee Simpson, Jenna Dewan, Ariana Madix, Paige DeSorbo, Heather McMahan and most recently, Bravo's Ciara Miller. These partnerships have helped introduce DSW to new audiences and build stronger emotional connections with consumers.

"2026 is not just a celebration of the pure number of years in business," Davis added. "It's a reflection of how much DSW has evolved, and how we look forward in continuing to build a stronger, more emotionally connected brand."

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ABOUT DSW DESIGNER SHOE WAREHOUSE

Founded in 1991, DSW Designer Shoe Warehouse is a leading branded footwear and accessories retailer offering a wide selection of dress, casual and athletic footwear and accessories for women, men and kids. DSW believes shoe shopping should be easy and fun, and the joy of discovering something surprising on its shelves helps people find something surprising in themselves. DSW operates approximately 523 stores in the U.S. and Canada and offers shoppers an award-winning omnichannel shopping experience. DSW is the flagship retail brand of Designer Brands Inc., one of North America's largest designers, producers and retailers of footwear and accessories. For more information, visit www.dsw.com.